

# POP3 - GEORGE ISRAEL, HENRIQUE PORTUGAL E CHARLES GAVIN

DATE: Saturday, January 17, 2026  
LOCATION: Sé, São Paulo, BR

## Event Description

POP3 - GEORGE ISRAEL, HENRIQUE PORTUGAL E CHARLES GAVIN is a premier concerts event in Sé. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** concerts

**Importance Rank:** 33/100

**Expected Attendance:** 141 people

**Event ID:** A7mKV2wownQQV6TcqL

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 56 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*